

THE MONETT TIMES.

An Advertisement in the TIMES Brings Results

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THE OZARK STRAWBERRY BERRY INDUSTRY

More Than One-Half Million Dollars Received in Ozark Region this Season by Growers of the Delicious Fruit

The Ozark Strawberry has invaded New England, and while it is not on record in what regard it is held there, the people of Boston, Mass., did not stop with one car but consumed four. From Toronto, Canada, comes an unsolicited expression of approval from White & Company; they liked the Ozark strawberry.

The season just closed has not been one of phenomenal records such as were made last year. No man realized four hundred dollars an acre on his strawberry bed; perhaps more of his neighbors got a share of the more than one-half million dollars that this one crop has brought into the region; for this is the sum that was received for strawberries at the Monett office. It was distributed from Seneca, fifty-six miles west, to Republic, less than forty miles east, most distant points from Monett, with a lesser range north and south; a territory small enough that half a million dollars is a considerable sum. If strawberries sometimes come to market in automobiles what product better deserves the distinction? They have helped buy them.

The season of 1916 was an unusual one; perhaps it would be true to say every season is unusual, for no two are alike. This year the highest prices were received for the earliest shipments; last year the reverse was true. A very heavy rainfall on the second of June was expected to end the shipping, but thirty cars were sent out after this. New markets are opening every year for the strawberries of the Ozarks; notably, this year more cars than ever before were sent to Canada, and were distributed to more towns.

The heaviest Sunday shipment in the history of the industry occurred in May 28. Although more cars were shipped than ever before the entire crop was not harvested. It is said that some fields were never picked entirely over.

The market for Warfields is always limited; this year there was practically none. There were so many Aromas (the ideal commercial berry) and prices were so low there was no inducement for the purchase of this variety. Moreover the buyers claimed that the Warfields were of a very inferior quality. Some believed this

could be accounted for by run-out plantings. In all cases after the supply became plentiful a discount of twenty-five cents per crate was required to sell Warfields at all. In one case a sale could be made only by allowing fifty cents off for the Warfields.

The Ozark Fruit Growers' Association has this year introduced the label which is a beautiful design, "The Ozark Red Bird." It gives an attractive appearance to the crate and the trade takes to it kindly, but experience has taught that in order for the label to secure the best results it will be necessary for it to be an index of quality, and it must be placed on none but "A" grades. It will be the policy of the Ozark Association hereafter to make a distinction as to the grades on which the labels are placed. When the Ozark Red Bird stands for quality it will mean a premium for that brand. One association, that puts out good berries, voluntarily discontinued the use of the Red Bird Label when the fruit began to deteriorate in quality. Invariably the associations using have been pleased with the labels; besides the attractiveness of the labeled shipments, it enables small buyers who receive stock reconsigned from carlot shipments to know from where their purchase originally came. Many merchants have written to express their appreciation of the fruit, or approval of the use of the label.

There is an old saying, "Let a man gain a reputation for early rising and he can lie abed until noon." Fruit growing associations find it hard to sleep on their reputations. An association can, with great care, and after a few years, show the market men that they have fine fruit and a good pack; they may cease their care and perhaps for one year, on their established reputation find buyers at good prices; but they can hardly do it a second year.

The popular demand is for Missouri Aromas. Arkansas may have good berries, but the buyers want to be "shown." Now there are Arkansas towns set south of the line which lie

OLD CITIZEN DIES

Peter Heyburn, Sr., who has lived in this vicinity for the past forty years, died at the home of his daughter, Mrs. Ed Hogan Wednesday afternoon, after a long and painful illness. Funeral services will be held at St. Lawrence Catholic church, at 9 o'clock Friday morning, July 21. Interment will be made in the Catholic cemetery at Peirce City.

Peter Heyburn was born in 1841 in County Tyrone, Ireland. He was married while in that country to Ellen Donnelly, now deceased. The young couple came to America in 1866 and lived for four years in Canada. From there they went to Pennsylvania and thence to Missouri in 1876.

They settled on a farm two miles east of Peirce City, where they lived until the death of the wife in 1900. Mr. Heyburn then moved to Monett and his only daughter kept house for him until her marriage, after which Mr. Heyburn has since had a place in their home.

There were four children in the family, Dan Heyburn, deceased, J. D. Heyburn, Peter Heyburn, Jr., and Mrs. Ed Hogan. There are fifteen grandchildren. All the family lives at Monett.

In the death of Mr. Heyburn the community has lost a good and honorable citizen and the church a devout member. The sorrowing family has the sympathy of all in their bereavement.

sometimes hard to convince the buyers. Two of these towns, Avoca and Garfield, have this season received a relatively high average price, have had no complaint on berries once sold, and are an excellent illustration of the efficacy of a careful grading and packing.

Concerning the question of grading, Ashleigh P. Boles, Horticultural Agent for the Development Department of the Frisco Railroad, after careful study of this industry from every side, advances the theory that the inspector should not only be an

ALOHA CHAPTER HAS A RARE TREAT

Mrs. Ida May Hudson, Worthy Grand Matron, Pays Chapter an Official Visit

Wednesday night Aloha Chapter had a called session and the Eastern Star workers are more enthused than ever over the work of the Chapter since hearing of the work the organization is doing in the United States.

The younger members came away more informed about the true meaning of the work, because Mrs. Hudson gave a lecture on each point of the Star and gave practical illustrations of how the members could cultivate each characteristic of the Biblical characters as illustrated in the Eastern Star work.

Then by little stories from life and poems that kept every one in breathless silence while she was reciting them, she told how beautiful this old world would be if every one lived up to the teachings of the Eastern Star.

Preceding this lecture the Chapter was opened in the usual manner, after which Mrs. Hudson made a few corrections. In doing this she said "I am almost ashamed to stand before this Chapter and attempt to make any corrections because the work has been given beautifully and I want to congratulate you on having such a splendid Chapter." Then she thanked Mrs. D. E. Miller, the Worthy Matron for her speech of welcome and made an effective little speech to all of the members, that made them all feel acquainted with her.

Mrs. Tom Brendlinger, Mrs. T. E. Hastings and Dr. Alva Jones were initiated into the order and Aloha Chapter is glad to welcome the new members into their lodge.

It was a very late hour when punch was served in the anteroom, after which the members and a number of visitors marched into the dining room and were served with ice cream and cake by the following hostesses: Mrs. J. L. Hobbs, Mrs. George Feist, Mrs. A. M. Hall, Mrs. C. E. Whitlatch and Miss Margaret Lopp.

PURDY PEOPLE ENTERTAIN FRIENDS

Beautiful Home of Mr. and Mrs. Fate Fly Scene of House Warming. Many Monett Guests Present.

Mr. and Mrs. Fate Fly, who have been making some extensive improvements on their bungalow in Purdy, opened it to a number of friends Wednesday night.

The Monett guests were Mr. and Mrs. Harry Osborn, Mr. and Mrs. Earl Callaway, Mr. and Mrs. J. V. Nelson, Mr. and Mrs. S. A. Chapell and daughter Margaret, Dr. and Mrs. Wm. West and daughter Georgia, Mr. and Mrs. J. J. Davis and daughter Helen, Mrs. Alice Gerhart, Mrs. L. H. Gabriel, Mrs. Henry Tutt and sister, Mrs. Brooks, of St. Louis, and Miss Gladys Price.

Five hundred and dancing to the music of a Victrola was the amusement of the evening and an elegant two course luncheon was served.

On the return trip several of the Monett cars had a puncture. It was thought that probably some of the guests were on unknown roads searching for the body of the "mysterious hand" but it was later found out that the punctures were just make-believes. Some of the men put fire crackers on the cars to scare the owners into believing they had a puncture at the unearthly hour that they were returning home.

RHEA-YOUNG

In the write-up of the wedding of Miss Grace Young and Sherman Rhea, Tuesday, the reporter was unable to get accurate information and will give a correct report at this time.

The young couple were married at the home of Frank Young, Sunday, July 6, at 11:30 o'clock, Rev. VanZant, officiating.

At 12 o'clock a dinner was served to relatives and a few friends. On Monday a dinner was served by Mr. Rhea's parents, Mr. and Mrs. L. Rhea, at their home near Purdy.

Mr. Rhea will teach the Herman school this term.

GREENHILL LOCALS

Well we were sure thankful for the little shower of rain which we had Saturday evening and it looks as if it was going to rain some more, which I hope it will.

Rev. Pitts preached two very interesting sermons at Macedonia Saturday night and Sunday night.

The Sunday school convention held at Mt. Grove Sunday was well attended. There was some good speaking and four classes, Calton, Macedonia, Bethel and Mt. Grove, sang.

Misses Emma, Maude and Ada Points visited at the home of Hiram Roller, Sunday.

Miss Pearl Crowell visited at John Crowell's Sunday night and attended church at Macedonia.

Those who visited at Asberry Davis's Monday afternoon were Mrs. Hiram Roller and children, Ada, Chester, Jewell and Don, Mrs. Clyde Davis and children, Oletta, Lucille and Doyle.

There was prayer meeting at Virge Hadley's Saturday night.

Miss Oral Samuels visited Miss Reta Inman of Mt. Grove, Sunday.

Mr. and Mrs. Clyde Davis and children visited relatives at Purdy, Sunday.

Mr. and Mrs. Minor Burres and family of Cato visited at Needmore part of last week.

Aultie Davis and Miss Jessie Johnson of Monett picnicked at McDowell, Sunday.

Will Niskern and daughter Miss Ola, of Stones Prairie, attended the Sunday school convention at Mt. Grove, Sunday.

Mrs. Will Smith and daughter Effie were in Purdy, Saturday afternoon.

The Mt. Grove school will not begin Monday on account of the warm weather. It will begin the second Monday in August. Clyde Northcutt is teacher.

Clyde Davis is helping Earl Cox in his hay this week.

Aunt Jane Smith is visiting Mrs. Ben Henderson.

Ertie Hughey who has been staying in Kansas has returned home.

Vernie Smith visited Ewin Davis Saturday night.

Those who visited at Sanford Davis's Tuesday afternoon were Mrs. Mabel Medlin and daughter Bernice, Mrs. Edith Davis and daughter Ellen, Mrs. Debbie Lance and Miss Opal Davis.

Miss Albedena Lee is staying with Mr. and Mrs. Sanford Davis.

POLLY.

If the person who has my watch and chain will mail the same to me at once the matter will be dropped and no arrests made. As the party is known this will be the safest course. S. C. Horn.

Mrs. C. W. Horton went to Joplin this morning for a visit with her son Otis.



Are your present glasses comfortable? Or, do they cause you to frown, strain somewhat, etc.?

Is so, it's a sign that either your eyes have changed or that the glasses weren't correct in the beginning—in either case, it's time for you to have us examine your vision and fit a pair of CORRECT GLASSES.

Neglect of this may cause serious trouble—don't put it off till some other time—act NOW!

DR. WM. WRIGHT, Optometrist
Office—State Bank, Monett, Mo.
Residence Phone 403

Chas. Galloway

COME AGAIN M. W. A.

We have enjoyed your visit and hope to see you often. You're always Welcome.

420 Broadway

GALLOWAY CLOTHING COMPANY

Chas. E. Mansfield

Monett, Missouri

in the Ozarks just as much as Peirce City or Logan; they have the same climate and soil, ship during the same period; but being in Arkansas it is

outsider from the district where his work lies, but that he should be paid by the central association. The reasons for this are apparent and logical. Mr. Boles also has figures to show that careful and systematic grading brings more than enough increase in price to pay for the extra cost of such grading.

It means much to the initiated to see how much it has cost an association to sell its stock. Small associations are handicapped where cars can not be loaded full, for the growers must pay the freight for the difference between an acceptable minimum load and a short load. Four hundred forty eight crates are now taken as a load, although the belief is gaining ground that this is too much for proper refrigeration, buyers are generally shy of an overloaded car. "Top Tiers Soft" means faulty refrigeration. Already there are merchants who prefer and order four hundred twenty crates to the car. This may soon be accepted by the trade generally.

A freight allowance is no indictment of the quality of the stock; other allowances may be charged to delays in transit, or faults in loading or packing, or the quality of the fruit. As happened once or twice this year the growers have suffered loss by cars getting behind a washout. This is certainly an unavoidable delay.

The Ozark Fruit Growers' Association have this season shipped seven hundred sixty-five cars of strawberries

(Concluded on last page.)

FLOOR SWEEP COMPANY INCORPORATES

The Joe England and G. W. Vever, floor sweep plant located near Butterfield has been incorporated and is ready for business on a more extensive scale.

The business has been incorporated under the title, "Missouri Mineral Floor Sweep Co." Capital \$10,000, consisting of \$2,875 cash now in machinery and equipment, \$625 in products on hand ready for market, \$6,500 in real estate.

The capital stock is divided into 10,000 shares of \$1 each and are held as follows:

N. L. Hailey, 300; Dr. D. L. Mitchell, 250; G. W. Bever, 1,000; Joe England, 8,450.

The corporation is to continue for 20 years. The board of directors are: N. L. Hailey, G. W. Bever and Joe England.—Cassville Republican.

W. F. Wardlaw, Barry County Treasurer, was in town on business, Thursday. Mr. Wardlaw is candidate for re-election to the same office. He was elected treasurer from Ash township four years ago on the Democratic ticket and has served the county well and has attended strictly to business. He has not had time to make an active campaign up to this time as he believes his first duty is to look after the affairs of the office. If re-elected he will continue to conduct the office in the same conscientious and efficient manner.

MONETT CHAPTER, O. E. S.

Monett chapter No. 190 O. E. S., will meet in called session Thursday evening, July 20, at 8 o'clock for the purpose of demonstrating the work to the Worthy Grand Matron, Mrs. Ida May Hudson.

There will be initiation of candidates, followed by refreshments and a general good time. All members requested to be present.

MRS. GEO. J. C. WILHELM, W. M.

NOTICE TO SUBSCRIBERS

Subscribers of the Post Dispatch, Joplin Globe, Joplin News-Herald, St. Louis Times, St. Louis Star, Springfield Leader and other papers leave your address at Armstrong's Drug Store so that you may receive your paper. Also leave your address for Sunday papers to insure prompt delivery Sundays.

MARRIAGE LICENSES

W. H. Loyd, Jr. Monett
Maud Rice Monett
E. H. Landerdale Monett
Florence Rice Monett
Sherman H. Rhea Purdy
Grace Young Monett
James Dobbie Seligman
Bell Price Haileyville, Ok.

Misses Goldie and Pearl Anderson, north of town, were Monett shoppers, Thursday.



Enrico Caruso

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for the

VICTROLA

Why not get
the best?

Callaway's